

A PROFILE OF  
25 YEARS  
OF SERVICE  
TO THE PEOPLE  
OF FLORIDA





## U. S. Bombers Blitz Germany Without Loss

Resistance Nil in 1,000-Plane Attack on Brunswick and Other Prime Targets.

LONDON, April 26. (AP)—An Army of 1,000 bombers, including 500 B-24 Superfortresses, dropped bombs on Brunswick, Germany, and other prime targets in a daylight raid without loss.

The raid was the largest of the war, and the first in which the bombers were not escorted by fighters.

The bombers were seen by German fighters, but they did not attack.

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## Chinese Draw Nipse on Jap Base in Burma

Stilwell's Men Threaten Kamaing; Nips Recoil Around Imphal.

SOUTHERN ASSAULT HEADQUARTERS, KAMAING, April 26. (AP)—Chinese forces have drawn Japanese troops back from their base at Kamaing in Burma.

The Chinese forces are advancing towards Imphal, and the Japanese are recoiling.

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Chinese soldiers are seen in a field, possibly during a battle or a march.

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## War Output Comes First, Nelson Says

Civilian Production Must Await Defeat of Nazis, WPB Head Asserts.

WASHINGTON, April 26. (AP)—War production must come first, and civilian production must wait until the Nazis are defeated, the War Relocation Authority head asserted.

The head of the War Relocation Authority, Mr. Nelson, said that the government must first focus on winning the war.

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## Berlin Reports Red Armies on New Offensive

Drive Aimed at Lasi Aleng, Broad Front, Uncon-

fronted by Moscow.

MOSCOW, April 26. (AP)—The Red Army is launching a new offensive against the German forces in the East, according to a report from Berlin.

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## U. S. Soldier in Italy Gets The Idea in Mother's Letter

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## Selective Service Coaxes Unfit Men Into War Jobs

WASHINGTON, April 26. (AP)—The Selective Training and Service Administration is coaxed unfit men into war jobs.

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## 25th ANNIVERSARY OF BLUE CROSS OF FLORIDA, INC.

APRIL 27, 1969

Headlines from the April 27, 1944 issue of the *Florida Times Union* indicate that the world was more interested in the events of the Second World War than what was going on in Tallahassee.

It was too insignificant to the general public at that time to be reported in the press. However, on that day, the Florida legislature passed a special enabling act, which permitted the formulation of a corporation to offer a non-profit prepayment hospital protection program to the people of Florida.

On the following pages is a pictorial review of some of the highlights of this first twenty-five years of progress. Photographs came from our own files, from those of the *Florida Times Union* as well as the Jacksonville Public Library.

This is the story of an organization. Pictures of individuals or groups appear only when the picture serves to represent a specific time or event in the history of the Plan. Unfortunately, photographs of many people and events that played an important part in furthering Blue Cross were not available.

We are fully aware that the longer you have been a part of Blue Cross, the more meaningful this story will be. But we sincerely hope that whether you appeared on the scene twenty-five years ago or twenty-five days ago, you will enjoy reflecting with us on this silver anniversary, our story of twenty-five years of service to the people of Florida.

In this story, Blue Cross plays the predominant role, inasmuch as it is Blue Cross' twenty-fifth anniversary. Blue Shield was formed two years later in 1946. The record growth of Blue Cross, as recorded here, would not have been possible without the side by side effort of Blue Shield along with Blue Cross, to offer a complete program of protection for the people of Florida. Consequently, most of the events pictorialized in this book are as much Blue Shield history as they are that of Blue Cross.

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First President of Blue Cross of Florida, Inc. was W. E. "Ted" Arnold, former administrator of St. Luke's Hospital in Jacksonville. It was at this hospital that the first plan in Florida for the prepayment of hospital expense was put into effect.

# 1944



H. A. Cross, administrator of the Good Samaritan Hospital in West Palm Beach, became Executive Director on April 16, 1944, and moved to the Plan's first office in the St. James Building, downtown Jacksonville, in September that year. The first branch office in Miami also opened that year.



# 1945

The office was moved to the second floor of the Roberts Building, where the Florida National Bank Building now stands. Computer operations were first utilized that year.



Jesse Zim, first enrollment representative in Miami, began his career in August, 1945 and was a pioneer in the Plan's development until his retirement in 1956.

® Registered service mark of the American Hospital Association



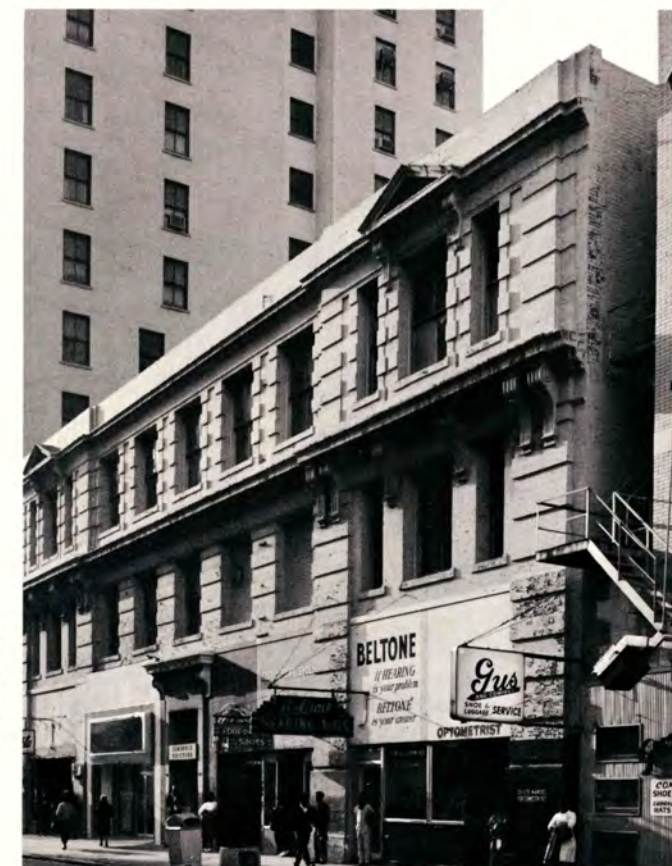
# 1946

On January 11, the Blue Shield charter was signed and Leigh F. Robinson, M.D. became the first Blue Shield president. Dr. Robinson served in this office for nine years.

That same year on September 1, H. A. Schroder became the new Executive Director. He came from Louisiana where he had spent ten years in an executive capacity with the New Orleans Blue Cross Plan.



The Plan moved into its third office in the Seminole Hotel Annex. This same year in September, Mr. J. W. Herbert, now Senior Vice President, joined the staff as Enrollment Manager. He was previously a sales representative for the Chicago Blue Cross Plan.



# 1948

Mr. Schroder had been Executive Director of the Florida Plans for two years. Having been formerly affiliated with the New Orleans Blue Cross Plan it was only natural that the up and coming Florida Plans should challenge New Orleans in a friendly enrollment competition. Enrollment in February was 113,000. Members of the field force and Jacksonville enrollment personnel were snapped at a luncheon meeting launching the contest at the Seminole Hotel in Jacksonville. Six "old-timers" in this picture are Sara Slotterbeck, seated third from left, Bruce Lynes, seated far right, Cecil Rivers, standing far left, Mr. Schroder, standing fourth from the left, Tom Stallworth, standing third from right, and Norman Cason, standing second from right.



**BEAT NEW ORLEANS**  
Requirement 13000 New Contracts  
TIME  
GOAL FEB. 24, 1948  
New Orleans TO MAY 29, 1948

GOAL  
New Orleans

140,000  
138,000  
133,000  
128,000  
123,000  
118,000  
113,000

Florida

This objective will be obtained if each Representative makes the quota assigned him!

**We CAN DO IT**

® Registered service mark of the National Association of Blue Shield Plans



# 1949

First teletype service between Jacksonville and three branch offices in Miami, Tampa and Pensacola was installed in November. Service was available to participating hospitals in the respective areas.



# 1950

C. DeWitt Miller, an Orlando businessman and former hospital administrator, was elected as the second president of Blue Cross on December 3, 1950. Mr. Miller served as president for 16 years.

# 1951

Operating a growing Plan from three downtown locations, all with less than adequate facilities, convinced the Board of Directors that it was time for Blue Cross to consider building its own building. A two-story building of 20,000 square feet expected to be adequate for many years to come was built at 532 Riverside Avenue. Many local businessmen questioned the advisability of locating a company so far from the downtown district. Nonetheless, the building was built and the first epic move of Blue Cross and Blue Shield took place on April 16.

This same year, the Plan name changed from The Florida Hospital Service Corporation to Blue Cross of Florida, Inc.



# 1951

This year brought forth a new building and the luxury and convenience of adequate office space. But adequate space was short lived as enrollment steadily climbed upward. New employees were added to the payroll to help service the growing number of Floridians protected by Blue Cross and Blue Shield.

The photos below and on the following pages show a 1951 version of our "modern" office facilities in comparison to those we work in today. Hemlines might have been at an all time low, but spirits were high as Blue Cross boasted of an enrollment of 278,990.

THEN

NOW



CAFETERIA



LOUNGE



KEY PUNCH





THEN



MAIL ROOM

NOW



THEN



BOARD ROOM

NOW



1953

Blue Cross was nine years old and to acknowledge the fact that it had paid for one million days of hospital care, this publicity photograph was taken at Variety Children's Hospital, Miami. Emmett Kelly, world's most famous clown, dressed in full regalia, made his contribution to the Blue Cross cause by donating his services on this occasion.

MACHINE ACCOUNTING



DATA PROCESSING



RECORDS



SUBSCRIBER SERVICES







On July 2, the George Washington Hotel ballroom was the scene of a dinner commemorating Blue Cross' Tenth Anniversary. United States Senator Lister Hill (Alabama) who held national recognition for his legislative efforts toward improved hospital financing, was the featured speaker.

## 1956

In September the May Street addition was completed, adding another 28,000 square feet of space.



## 1957



Christmas was the time of year, and Jerry Greene was voted Miss Blue Cross and Blue Shield that year.



Decorating our Gator Bowl parade float in December when we had three-quarters of a million subscribers are, left to right: Bertie Hubsch, Jerry Greene and Jean Gannis. Not shown are Dot Lytle, Jane Halter and Ethel Haught.

## 1954



At the Tenth Anniversary dinner, Mrs. Anne C. Kimrey, a Southern Bell employee, was acknowledged as the 450,000th Blue Cross subscriber. Shown presenting a certificate of this acknowledgment to Mrs. Kimrey are C. DeWitt Miller (left), then President of Blue Cross, and the late W. E. "Ted" Arnold, first president of Blue Cross.



The Blue Cross Employees Credit Union was organized January 27, 1954 with a handful of members. This photograph taken in 1961 shows officers, from left, Mattie Godwin, Mildred Braddock, Sara Slotterbeck, Jim Gibbons, Evelyn Evans, (top inset) N. G. Johnson, and (bottom inset) C. O. Langston. Membership in 1961 was 260. As of March 31, 1969 membership had grown to 854.

## 1958

Shown below are the Charter Members of the Five and Ten Year Clubs. Both photographs were taken on the evening of April 17, the night of the 1958 Ten Year Club meeting.

LEFT: Charter members of the Five Year Club, left to right, are: First Row: John Brothers, Edwina Thornton, Mary Lee Butler, Sara Slotterbeck, Jesse Zim, Evelyn Evans, Mildred Braddock, Betty Collins, and J. W. Herbert. Second Row: N. J. Johnson, Cecil Rivers, H. A. Schroder, E. J. Bolen, James B. Hughes, and Jack Bond. Last Row: William Snyder, Charles D. Webb, C. H. Meyer, S. Bruce Lyles, Malcolm Stuart, and F. T. Stallworth.

RIGHT: Charter members of the Ten Year Club, left to right, are: First Row: Edwina Thornton, Mary Lee Butler, Sara Slotterbeck, Evelyn Evans, Mildred Braddock, and Betty Collins. Second Row: John Brothers, Cecil Rivers, C. H. Meyer, H. A. Schroder, S. Bruce Lyles, J. W. Herbert, and F. T. Stallworth. J. M. Jordan was absent from both pictures.







1958

Two photographs taken in 1958 of our sales force show (top) a Sales Managers meeting held in Daytona Beach, and (below) the full sales force plus some home office personnel who attended the 1958 sales meeting. The bottom photograph was taken at the Farm Bureau Building in Gainesville.

Pictured in the top photo, left to right, are: Seated — J. W. Herbert, H. A. Schroder, Jack Monahan, and Donald Schroder. Standing — Tom Stallworth, Jack Bond, Mal Stuart, Art Lentz, Phil Stackpole, Jim Hughes, Don Huguenot, Clarence Bolin, Jim Hopper, Bill Snyder, and John Brothers.



1961



1962

Top photo: Five Year Club party in 1961 shows at the head table, left to right: Jesse Zim, Marilyn Davis, Sara Slotterbeck, H. A. Schroder, Jack Baker, J. W. Herbert, Evelyn Evans, and Tom Stallworth.

Bottom photo shows Five Year Club officers of past years at the April, 1962 head table. Left to right, are Jack Baker, Edwina Thornton, J. W. Herbert, John Brothers, Tom Stallworth, Sara Slotterbeck, C. H. Meyer, and Marion Fisher.



1964

Five Year Club, class of 1964, included 21 initiates.





H. Plant Osborne, right, the first Blue Cross subscriber on July 15, 1944, is pictured with Loy L. Crumbley who became the one millionth Floridian to be protected by Blue Cross on November 22, 1965.

## 1965



Lydia Gardner, right, is presented trophy and roses from Jack Egan after winning title of Mrs. Blue Cross & Blue Shield at the St. Patrick's dance. Linda Sullivan, left, and Carol Robertson were also nominees.

Florida Plan Representatives gathered in December, 1964 and in January, 1965 for advanced training program sessions in Jacksonville.



## 1965

Skirts weren't really that long in the summer of 1965! This sack race took place at the summer barbecue, the next to the last one held before the company grew too large to continue company-wide social functions.



A portion of the headtable at C. DeWitt Miller's retirement dinner on November 16 was snapped during a standing ovation for Mr. Miller. Frank J. Kelly became the new President on that day.

## 1966



Frank J. Kelly, President, is a Miami attorney and has served on the Board of Directors since March, 1947.





# 1966

Mr. H. A. Schroder was honored for his 30 years of service to the Blue Cross movement. Here, he is shown proudly displaying a scroll signed by the Florida Blue Cross employees commemorating his 30 years' service in 1966. His career began in 1936 with the Hospital Service Association of New Orleans and in 1946 he came to Florida as Executive Director.



# 1966

J. W. Herbert, left, and H. A. Schroder announce building expansion after the Blue Cross Board approved the building addition at its November 16 Board meeting. Here they hold the architect's rendition of what the May Street facade would look like in February, 1968.



June 27, 1966 new Medicare employees were hired "en masse" preparing for the beginning of Florida's Medicare program which began July 1.



# 1966

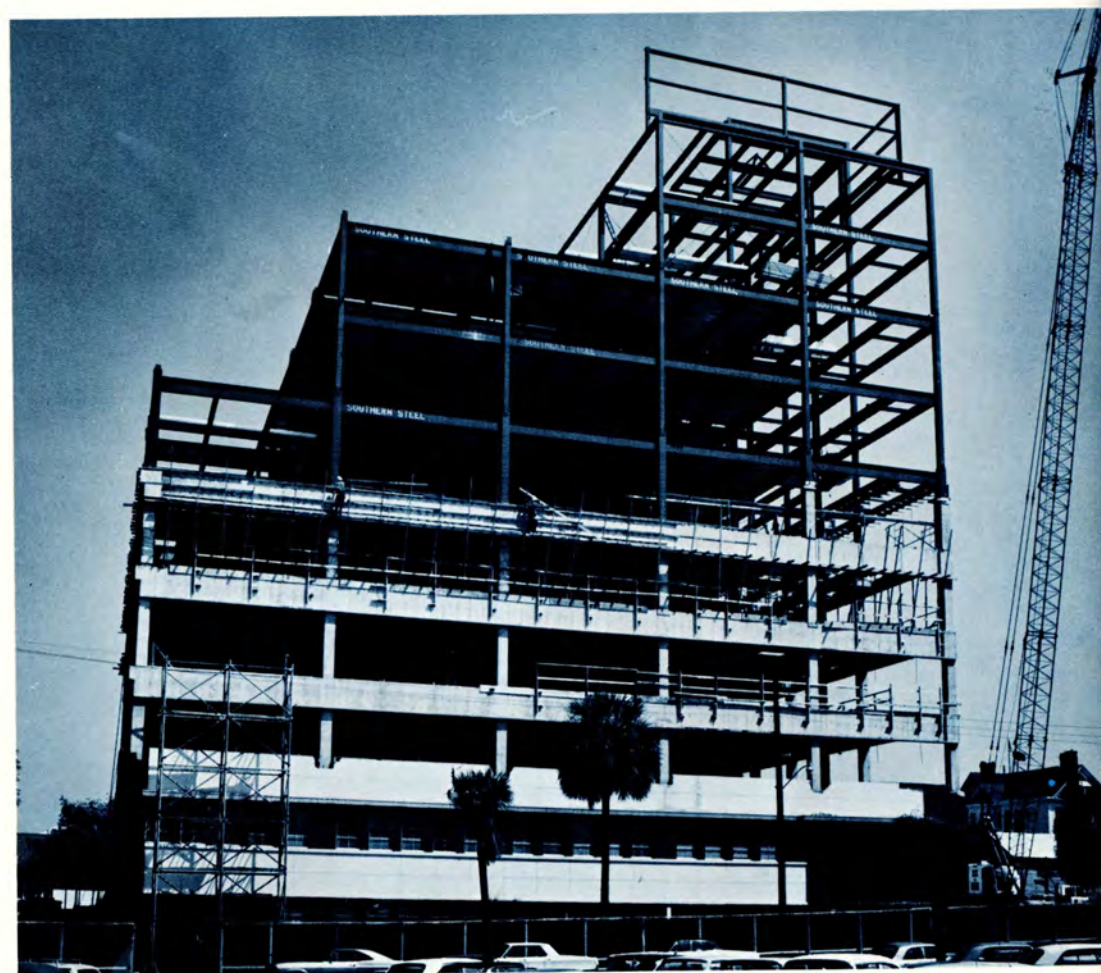
The 400 Building, downtown Jacksonville, was the home of Medicare starting in July, 1966. From that date when active participation for administering the program began, the total number of employees more than tripled in two years.



# 1967



Traditional hard hats were donned as plans were checked on the site of building construction of the eight-story addition over May Street offices. From left are H. A. Schroder, Frank Kelly and W. Dean Steward, then President of Blue Shield.



In April, 1967 the steel skeleton of the May Street building reaches skyward as the structural framework of the two top stories goes into place.



Dedicated April 28, 1968 the new ten-story Blue Cross and Blue Shield Home Office Building became another landmark on the growing Jacksonville skyline. Pictured above at the unveiling of the plaque which commemorated the completion of the building at ceremonies held on Sunday, April 28, are left to right: Frank J. Kelly, Chairman of the Board of Directors of Blue Cross of Florida, Inc.; Dr. Warren W. Quillian, President of Blue Shield of Florida, Inc.; Mr. H. A. Schroder, Executive Director of Blue Cross of Florida, and Mr. Broward Williams, Treasurer and Insurance Commissioner of the State of Florida.

Although adding an additional 90,000 square feet of usable space — making a total of 138,000 square feet — this new building could not accommodate all Jacksonville personnel. Another two-story building nearby was leased for another 75 employees' offices.

# 1968



## Blue Cross of Florida, Inc.

### Board of Directors Twenty-Fifth Annual Meeting Photograph December 4, 1968

Front Row: Sister Loretto Mary, Tampa; John F. Wymer, Jr. (seated on table), West Palm Beach; C. DeWitt Miller, Orlando; Frank J. Kelly, Miami; H. P. Osborne, Jacksonville (Legal Counsel); Pat N. Groner (seated on table), Pensacola; Edward Jelks, M.D., Jacksonville. Middle Row: J. A. Mease, Jr., M.D. (seated on arm of sofa), Dunedin; B. P. Wilson, Ocala; Ernest C. Nott, Jr., Miami; C. Sweet Smith, Jr., Cocoa; J. W. Herbert, Jacksonville (Senior Vice President); Warren W. Quillian, M.D., (seated on arm of sofa), Coral Gables. Standing: Roy Armstrong, Jacksonville; Michael J. Wood, Jacksonville; Samuel Gertner, Miami Beach; Sherwood D. Smith, Lakeland; Joseph F. McAloon, Coral Gables; S. K. Bronstein, Miami; H. A. Schroder, Jacksonville; Don Laurent, Sarasota; C. T. McCrimmon, Miami; G. Emerson Tully, Ph.D., Tallahassee; Eugene G. Peek, Jr., M.D., Ocala; James A. Cranford (with dark rimmed glasses), Jacksonville; Henry J. Babers, Jr., M.D., Gainesville; Leo Wotitzky, Punta Gorda. Not present, W. R. Hancock, Leesburg.





# 1969

## LOOKING TO THE FUTURE

On April 26, 1969, Blue Cross & Blue Shield officially announced to the community the expansion of their present facilities as illustrated in the model shown on the opposite page.

When completed in 1972, the new Blue Cross & Blue Shield building complex will be one of the largest in the Jacksonville area.

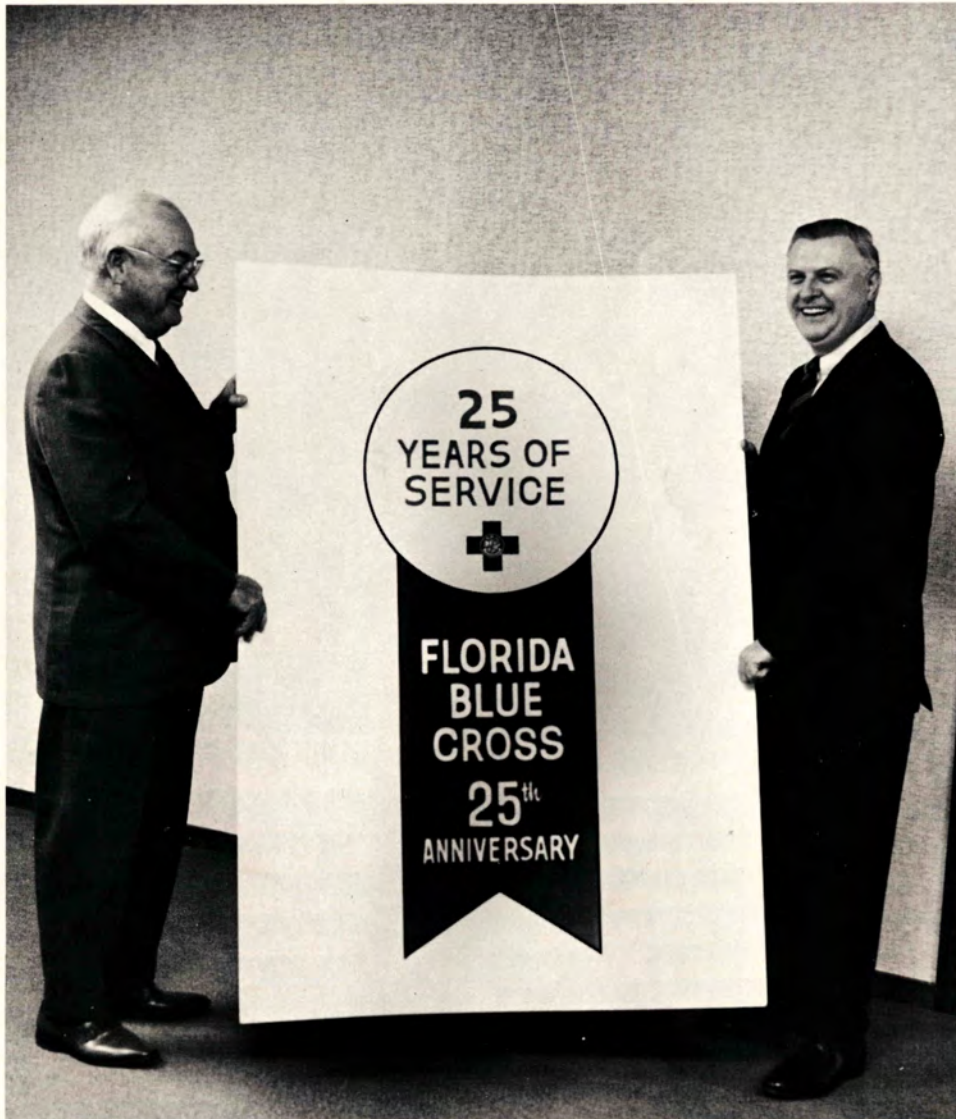
Fronting Riverside Avenue, the model shows the addition of a 10-story and a 20-story expansion to the present building. Behind the main structure can be seen a four-story, 1200 car parking garage between Rosselle and Edison Streets. Construction is to start in the near future. The May Street thoroughfare will eventually be closed to public traffic.

There are presently 148,000 square feet of office space being utilized, and with the completion of the new complex, more than half a million square feet will be available.





# 1969



H. A. Schroder, left, and J. W. Herbert pose with the Blue Cross 25th Anniversary poster which greeted employees in the lobby as they came to work on April 25, 1969. The badge is a large replica of the ones worn by all employees on that date in recognition of the anniversary.

## Profile

Vol. 1, No. 11

May, 1969

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Editor ..... Carole Utley